



Global Immersion Israel: Culture, Politics, And Leading Edge Innovation

B8729 ---Geffen (?) ---January- March, 2023

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Tuesday, Jan 24 2-4 pm	<u>Class 1</u> Course Overview; Expectations: Why We Are Here Israel: Setting the Foundation – History, Geography, Society, Culture...
Tuesday, Jan 31 2-4 pm	<u>Class 2</u> Israel: Start Up Nation Guest: Dan Senor, Author, <u>Start Up Nation</u>
Tuesday, Feb 7 2-4 pm	<u>Class 3</u> Israeli Innovation: The Case of Water in a World of Drought Guest: Seth Siegel, Author, <u>Let There Be Water</u>
Tuesday, Feb 21 2-4 pm	<u>Class 4</u> Branding a Country: The Case of Israel Guest: Ido Aharoni, Former Israeli Consul to New York and Principal, Emerson Rigby Ltd.
Friday, Feb 24 9:30am-12:30pm	<u>Class 5</u> Presentations at Israeli Consulate, NYC Anat Katz, Israel Ministry of Economics, East Coast Mission: “Israel Trade Policies and Economics” Asaf Zamir, Israeli Consul General of New York: “The Abraham Accords—Regional Economic and Political Cooperation”

<p>Tuesday, Feb 28 <u>2-4pm</u></p> <p><u>Study Trip to Israel:</u> <u>March 11-18</u></p> <p><u>Tuesday, March 28</u> <u>2-4pm</u></p>	<p><u>Class 6</u></p> <p>Israeli Entrepreneurship: The Waze Story; GUEST (to be confirmed): Uri Levine, Founder, Waze, and Moovit AND Predeparture Overview: Israel Trip March 11-18</p> <p><u>Class 7</u></p> <p><u>Final Session: Final Paper Presentations, Course Summary and Reflections</u></p>
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COURSE OBJECTIVES AND OVERVIEW

This Global Immersion course provides students with knowledge, insights, and experiences with respect to Israel. The course's in-class meetings and its one week visit to Israel will cover such topics as Israel's leadership, politics, economics, business innovation, geography, and culture. Students will gain an understanding of Israel's unique circumstances and achievements, ethnic and religious diversity, challenges, and opportunities. Students will learn through the combination of academic learnings, class presenters, visits with government and business leaders, and on-the-ground experiences with Israeli businesses, cultural and historical sites. Students will present their related analyses after returning from the course's Israel trip.

This Global Immersion course begins with six two-hour sessions, followed by a one-week study trip to Israel (March 11-18), and concludes with a wrap up session on March 28. The course's pedagogy combines current examples, presentations, guest visits by leaders from business, government, and the media.

Global Immersion Program classes bridge classroom lessons and business practices in another country. These three credit classes meet for half a term in New York prior to a one week visit to the country of focus where students will meet with business executives and government officials while working on team projects. The course spans BOTH the A and B terms (with final class session on March 28).

The GIP fee provides students with double occupancy lodging, ground transportation and some meals; unless an increased fee is otherwise specified in the course description. It does not cover roundtrip international airfare.

Attendance both in New York and in-country and regular participation are a crucial part of the learning experience and as such attendance is mandatory. Unexcused absences are highly frowned upon and will have negative consequences on class grade, and students who have expected conflicts should not apply for this course. Students who miss the first class meeting may be removed from the course.

No program fee refunds will be given after the add/drop period has closed. Please visit the [Chazen Institute website](#) to learn more about the Global Immersion Program, and visit the [Global Immersion Policies](#) page to review policies affecting these courses.

2. CLASS SCHEDULE

Session 1: Course Overview and Foundations of Israel (Jan 24)

This session will be used to introduce the course goals and expectations. We will begin discussing Israel, its history, geography, culture, economy and political issues.

- Why should we study Israel?
- What is the business and economic significance?
- We will also review the course setup, syllabus, and travel component.

Readings:

1. “From Start up to Grown Up Nation: The Future of the Israeli Start up EcoSystem” HBS Case, 9-517-066, Revised Dec 2018.
2. YouTube Video: “Tkuma: The Economic Revolution—From Oranges to the Chip” 1948-98 (:52) (Good visual history of Israel’s economic journey from farming to tech....)
3. “Israel’s Innovation Secret” OneRagteam, Jan 31, 2018.
4. Youtube Video: “Tkuma—Birth of Israel and the Palestinian Conflict”
<https://www.youtube.com/watch?v=1cQ1hTBftUM>
5. “50 Facts About Israel That Are Worth Reading” Factfile, Sept, 2018.
<https://thefactfile.org/israel-facts/>
6. “70 Years On--Thoughts on Israel’s Imperfect Capitalism” Sami Peretz, Haaretz, April 18, 2018. <https://www.haaretz.com/israel-news/business/70-years-on-thoughts-on-israel-s-imperfect-capitalism-1.6011475>

Prep Questions

- a) Based on the readings and video, what themes emerge which intrigue you about Israel?
- b) What questions emerge for you based on the readings which you would like to discuss in our course?
- c) What are the primary reasons for Israel’s becoming such a hotbed for innovation, particularly pertaining to the formation of startups?

Session 2: Start Up Nation (Jan. 31)

In this session, we will define and analyze Israel's pronounced track record for start up companies and for creating a country brand accordingly.

Readings:

1. (BOOK!!!) Start-Up Nation: The Story of Israel's Economic Miracle, Dan Senor and Saul Singer, 2009.
2. "The Top Israeli Tech Trends in the Last Decade: Interview with Saul Singer," Abigail Leichman, Israel 21C, Dec 26, 2019. <https://www.israel21c.org/what-are-the-top-israeli-tech-trends-in-the-last-decade/>
3. "Secrets to Israel's Innovative Edge: Part I" David Yin, Forbes, June 5, 2016
4. "What Makes Israel's Innovation Ecosystem So Successful?" David Yin, Forbes, Jan 9, 2017

Prep Questions:

1. What are the key success factors explaining the phenomenon of Israel as start up nation?
2. What for you were the most surprising and impressive aspects of how Israel's success in start up's occurred in such a small country?
3. What are the challenges for sustaining the start up phenomenon going forward?
4. What questions do you have for the author of Start-Up Nation?

Guest: Dan Senor, *Author, Start-Up Nation*

Readings:

Session 3: Solving Water Issues in Israel and the Region (Feb 7)

Readings:

1. (BOOK!) Let There Be Water, Seth Siegel, 2015.
2. "Israel's Solution for a Water Starved World," Seth Siegel, Sept. 2017, <https://www.youtube.com/watch?v=YuAXi3L4G70>
3. "How Israel used desalination to address its water shortage" Mark Weiss, Irish Times,

July 18, 2019.

4. "India's Terrifying Water Crisis," Meera Subramanian, NY Times, July 15, 2019

Prep Questions:

1. What explains Israel's innovations in the Water space?
2. What for you were the most surprising and impressive aspects of Israel's success in Water technology?
3. What questions do you have for the author of Let There Be Water?

Guest: Seth Siegel, author of Troubled Water (2019) and Let There Be Water (2015)

Session 4: Israel: Branding a Country (Feb 21)

Our focus will be on the development of Country Brands using Israel as a case in point.

Readings:

1. "Israel at 70—Is it Possible to (Re-)Brand a Country" Ellie Ofek and Sarah Gulick, HBS Case, Feb 2019.
2. "Building Israel's Brand: An Interview with Ambassador Ido Aharoni," Public Diplomacy Magazine, April 1, 2017 <https://www.publicdiplomacymagazine.com/blog/adversarial-state/israels-brand>
3. "Brand Israel: Communicating the Nation's Edge," Aaron Howard, JHV, Nov. 28, 2019 <https://jhvonline.com/brand-israel-communicating-the-nationHs-edge-p26810-89.htm>
4. "Eurovision 2019: Israelis and Palestinians Fight to Be Heard," Tom O'Connor, Newsweek, Feb 18, 2019. <https://www.newsweek.com/eurovision-israel-palestine-conflict-1428390>
5. "Despite Conflict, BDS, Israel's Tourism and Economy Are Thriving," Ng Weng Hoong, Canadian Jewish News, July 9, 2018. <https://www.cjnews.com/news/canada/despite-conflict-bds-israels-tourism-and-economy-are-thriving-former-diplomat>

Prep Questions:

1. What are the key challenges of branding Israel as a country?
2. How is Israel's "brand" today?
3. How successful has it been in branding?
4. What questions do you have for our guest expert on Israel branding?

Guest: Ido Aharoni, Former Israeli Consul General to New York and Principal, Emerson Rigby, Ltd.

Session 5 (FRIDAY, Feb 24): Israeli Trade Economics and Political Accords (Visit to Israel Consul General, NYC) (** NOTE—This Class Will Take Place at Consulate)**

9:30am-12:30pm

1. “Economic Policy Reforms: Going for Growth Country Note” (2019)



Israel.pdf

2. “The Cheese and the Oligarchs: The Politics, the Media, and Israel's Dream of a Start-Up Nation” HBS case study, Dec 2017, 9-716-060, Rafael Di Tella and Christine Snively (read more closely pp. 1-6, and skim the rest)

Prep Questions

1. Why has the Israeli economy prospered overall in its 70 years? How well has it coped with dips and threats to economic growth?
2. What are the key challenges for today and going forward?
3. How does the Israeli economy help support business innovation?

Guests: Anat Katz, Economist, and Asaf Zamir, Israel Consul General, NYC

Session 6 (Feb 28) Lessons from Israeli Entrepreneurship: The Waze Story; Predeparture Overview of Trip

We will also Review the trip's agenda, logistics, safety, and any other pre-departure information.

ISRAEL TRIP (Details TBD): MARCH 11-18

Session 7: Course Wrap Up (March 28)

We will use this class to tie together the key themes of the course.

1. GRADING

- Class and Trip Participation (50%):
 - Class participation and value add (quantity and quality)
 - Asking questions of class guests,
 - Trip engagement and participation in debriefs
 - General general engagement in all the course matters
 - Absences will be significantly detrimental to participation grade
- Final Paper (50%)

Final Paper: Due in class March 28

Total length—5 pages (1250 words maximum) plus references and exhibits as needed

Topic choices, one of the below or with permission another topic:

1. Key challenges for Startup Nation 3.0: how can Israel sustain economic progress in the next decade?
2. Innovation in water technology: what Israel has done and what are the opportunities for the future?
3. Why are women-led start-ups a minority in Israel, and how can this be changed?
4. Effects of Israel's demographic changes on the future economy?
5. Business constraints and opportunities resulting from the Palestinian-Israeli conflict?
6. Israel's shift from a state-centric economy to a "free-market" — and its impact on society?
7. What can other countries learn from Israel's economic success?